

Kentucky Agriculture Resource Development Authority

Meeting Minutes

October 30, 2000

Sharon Furches, Interim Chair called the meeting to order at 1:15 p.m. The meeting was held at the Hardin County Farm Bureau Office in Elizabethtown, Kentucky.

Members Present:

Sharon Furches, Interim Chair; Terry Ashby, Dr. Harold Benson, John Fritz, John-Mark Hack, representing Governor Paul E. Patton, Larry Jeffries, Scott Kuegel, Dean C. Oran Little, Glen Massengale, Peter McNeil, Bill Payne, Mike Stivers, representing Commissioner Billy Ray Smith, Will Southerland, David Switzer, Martha Thompson, and Genie Hart.

Members Absent:

Morris Cave, Senator Ernie Harris, Keith Harris, George Martin, Billy Joe Miles, Sam Moore, Terry Rhodes, Representative Roger Thomas, and Bettie Wallace.

Others Present:

Louie Rivers, Jr. with Kentucky State University, and Jeff Hall with University of Kentucky Agriculture.

Staff Present:

Joel Neaveill, Ashley Davis, and Angie Whitehouse.

Sharon Furches, Interim Chair introduced and welcomed new member Genie Hart. She asked the KARDA members to introduce themselves and tell who they represented and little about themselves.

Governor's Office of Agricultural Policy Update on following responsibilities:

Phase I Tobacco Settlement:

John-Mark Hack discussed how important KARDA board's role is. There is no other group in the commonwealth of Kentucky that has the diversity of members with the knowledge and understanding of agriculture needs. This board has the opportunity to initiate their role as a group by coming up with plans and suggestions to take to the Kentucky Agriculture Development Board.

Phase II Tobacco Settlement Program:

John-Mark Hack, informed members of the deadline date for applications would be October 31, 2000. Also that the Governor's Office of Agriculture Policy is expecting 125,000 people to receive money this December.

Conservation Reserve Enhancement Program:

John-Mark Hack briefly discussed the Green River Conservation Project: this area was identified as one of the ten most threatened water sheds in the United States. Kentucky has applied for a conservation grant from the Federal Government for 85 million dollars that would apply to the Green River Basin and eight adjoining counties.

As a result of 2000 session of the General Assembly, the GOAP was given the added responsibility to administer a four million dollar agriculture infrastructure initiation.

Announced also that John-Mark Hack was appointed executive director of the Kentucky Agriculture Development Board. Priorities and goals of The Kentucky Agriculture Development Board are outlined in the handout each member was given. In closing on these subjects John-Mark introduced to the KARDA board members new staff members added to the Governor's Office of Agriculture Policy are Angela Whitehouse, Administrative Assistant and Ashley Davis, Public Information Officer. The addition of Angie and Ashley brings the total number of staff members in the GOAP to nine.

Ashley Davis, Public Information Officer requested that the KARDA board members return the biographic questionnaires they received from our office, for an upcoming web page being developed for informational purposes on agriculture.

Sharon Furches, Interim Chair, opened discussions on priorities of KARDA, which are outlined in the executive order handout. KARDA was established to unify the efforts of agricultural groups working on behalf of farmers and agribusinesses and will work with the Office of the Governor for administrative purposes. Sharon, requests that KARDA designates four working groups in place to determine key aspects of agriculture in our state.

Mr. Glen Massengale comments that means of disbursing information by using a web site is an excellent tool and all Universities should be able to access the web site as an information tool.

New KARDA member, Genie Hart recommended the board needed to become more active in providing ideas to stimulate discussion that may prove resourceful to The Kentucky Agricultural Development Board. One of the ideas presented by Ms. Hart was her own experience in the retail marketing of the products sold by her **Curtiswood Meats Company** to Neimen Marcus. The main theme discussed was that farmers must be educated as well as the consumers on the products that are available and the differences between these and past products. Another idea was to establish a gateway of contacts between out of town speciality markets and farmers to provide a wider range of marketing. Ms. Hart shared that Kentucky is the eighth largest beef producer in the United States and suggested that the Governor's office could be a liason in foreign countries in the marketing trade for the sell of beef. Ms. Hart also suggests one way of opening the communication and educational gap of farming commodities is for Kentucky to provide an agricultural catalog that would feature all aspects of farming commodities that would be available worldwide. This could be informational and educational to consumers, buyers and growers. It could be advertised on the forthcoming website.

Mr. Larry Jeffries brought to the attention of board members about the selection process of the replacement for C. Oran Little, University of Kentucky Dean of the college of Agriculture. This is a big change in agriculture of a new Dean to the University of Kentucky also along with a new Dean there will be a new President as well. The question is how will this affect the future of agriculture?

Dr. Little stated that one way to bring unity to agriculture is to bring the commodity groups together. This board has a responsibility and opportunity to look at a big picture and have it come together for the future of agriculture. All agriculture groups need to communicate ideas, suggestions and recommendations back to the Kentucky Agricultural Development Board. Communication is the starting point for the big picture to fall into place.

Mr. Bill Payne addressed the board members on the issue of problems with sales tax in the farming industry. The members agree that this is an issue to be focused on for the future of agriculture.

John-Mark Hack asks how to link commodities with farmers? He suggests that KARDA is best suited to be used as a lens for the Kentucky Agriculture Development Board to best get these answers.

Dean Little suggests that KARDA members take time to focus on a ten year look forward at the different commodities available for the future of farming. Every commodity group should do a prospective outlook for their future.

Terry Ashby expresses the need for the board to look at the transportation issues for Kentucky. The roads in Kentucky are ancient compared to other states, this causes problems for the producers and buyers. It is suggested that KARDA look at road and weight limitations for agriculture products.

Dean Little agrees that transportation is a big issue for the future of agriculture and suggests that it be looked at as a group so everyone will be on the same track. Members agree that two issues that could be looked at are transportation issues and sales tax.

Scott Kuegel discussed another important issue of companies that are based here in Kentucky that are buying out of state instead of buying directly from our farm community that is close by.

Larry Jeffries commented that the KARDA board's huge responsibility is to be a consistent group that addresses long range issues and perspectives that will effect all commodity groups. Mr. Jeffries recommends that all KARDA members think about the big picture between now and the next meeting.

Sharon Furches, Interim Chair, suggests updating the committee structure by forming committee groups within KARDA to do long range planning. Groups suggested to be established are; Public Relations, Marketing, and Education groups.

Scott Kuegel comments on the power of technology that everyone is embracing it and that it can be used for farmers benefit to reach consumers as well as a tool for marketing.

Dr. Benson, Kentucky State University, expresses the need to reach the youth of this generation. Doing things today that will sustain us ten years down the road, that the youth of tomorrow needs education for the future of farming. Dr. Benson suggests a universal agriculture channel on television that will provide research based information constantly.

John-Mark Hack informs the board that there is a work group developing a once a week, one hour program to provide a show focused on connecting consumers, producers and news dedicated to food grown in Kentucky through KET. The program will cost approximately a half a million dollars a year. John-Mark extends the invitation to the KARDA members to work with the development of this program.

Martha Thompson expresses that KARDA is an advisory board to the Governor, and that the board should take advantage of this by putting down all recommendations and create an overall plan for agriculture. KARDA represents many different commodity groups and each group should come back with their commodity report. Also, that everyone should have an overall understanding of each commodity group and the problems they are having.

Sharon Furches, stresses the need for a stronger committee structure and requests the different committees be placed and given an assignment for the next meeting. Each group should discuss very major issues and recommendations. Board will be advised of these committees by notices from the Governor's Office of Agriculture Policy.

Will Southerland expresses the need for agriculture be redefined in the state because horticulture is not considered under the current definition.

Sharon Furches, requests that the board set a tentative time frame for next meeting and consider meeting more regularly in the future.

Recommendation for next meeting time is December 4th or 5th at the Galt House in Louisville notices will be sent two weeks prior to meeting.

Announcements:

Mike Stivers, representing Commissioner Billy Ray Smith announces to board of the upcoming Agriculture Summit meeting to be held at the Fair and Expo Center in Louisville, Ky. on November 9th and 10th.

Woman in Agriculture is holding a two day conference at the Executive West in Louisville on November 9th and 10th.

John-Mark Hack announces the Presidential Commission meeting being held on November 10th in Louisville, Ky. from 9:00 – 3:00, all board members are encouraged to attend this meeting it will be an open forum.

Minutes of last meeting were approved and with no further discussion, the board adjourned at 3:45 p.m.